

Supplier	Description	Start Date	End Date	Estimated Budget	Award Method
St Bernadine Mission	Services Campaign Budget Materials	2016-01-13	2016-01-27	19,240	Standing Offer
St Bernadine Mission	Services Campaign Creative Production Phase 2	2016-02-05	2016-02-24	123,949	Standing Offer
St Bernadine Mission	Services Campaign Creative Production Phase 3	2016-03-01	2016-03-31	33,650	Standing Offer
St Bernadine Mission	Services Campaign Digital Campaign	2016-03-01	2016-03-31	49,900	Standing Offer
St Bernadine Mission	Services Campaign Creative Concept Development	2016-03-01	2016-03-31	30,000	Standing Offer
Kimbo Design	Services Campaign - Online	2015-11-19	2015-12-31	335,220	Standing Offer
Kimbo Design	Services Campaign - Online Sponsored Content	2015-11-20	2016-03-31	26,605	Standing Offer
Kimbo Design	Services Campaign - Online Sponsored Content Phase 2	2016-02-03	2016-03-31	23,355	Standing Offer
Kimbo Design	Services Campaign - Online Phase 2	2016-02-03	2016-03-31	470,000	Standing Offer
Kimbo Design	Services Campaign - Multicultural Online Ads	2016-02-16	2016-03-31	101,999	Standing Offer
Kimbo Design	Services Campaign - Online Heavy Up	2016-03-11	2016-03-31	249,775	Standing Offer
Kimbo Design	Services Campaign - Online Heavy Up	2016-03-24	2016-03-31	40,000	Standing Offer
Vizeum Canada Inc	Phase 1 Television	2015-11-16	2015-12-06	596,321	Request for Proposal
Vizeum Canada Inc	Phase 1 Ethnic Television	2015-11-20	2015-12-23	93,608	Request for Proposal
Vizeum Canada Inc	Phase 1 Ethnic Radio	2015-11-27	2015-12-22	38,800	Request for Proposal
Vizeum Canada Inc	Phase 2 Television	2016-02-03	2016-03-27	1,483,560	Request for Proposal
Vizeum Canada Inc	Phase 2 Radio	2016-02-29	2016-03-31	220,497	Request for Proposal
Vizeum Canada Inc	Phase 2 Ethnic Television	2016-02-03	2016-03-27	171,820	Request for Proposal
Vizeum Canada Inc	Phase 2 Ethnic Print	2016-02-04	2016-03-31	27,190	Request for Proposal
Vizeum Canada Inc	Phase 2 Ethnic Radio	2016-02-03	2016-03-31	80,878	Request for Proposal
Vizeum Canada Inc	March Television Heavy Up	2016-03-23	2016-03-31	99,993	Request for Proposal
Response Advertising	Creative and Production and Translation Phase 2 Services Campaign	2015-12-01	2016-03-31	184,375	Standing Offer
Response Advertising	Creative and Production and Translation Phase 2 Services Campaign	2016-03-22	2016-03-31	4,975	Standing Offer

**ADVANCED EDUCATION (GCPE)
SERVICES CAMPAIGN
December 1, 2015**

OBJECTIVES: Drive awareness and registration of government services and programs.

BACKGROUND: The Government of B.C. is focused on efficiently delivering effective and meaningful services to keep life affordable for British Columbians. British Columbians, from seniors to job seekers and parents, lack awareness and information about many of the programs and services available to them. GCPE has worked with ministry program areas to identify some of the services and programs that are most underused and/or most popular with citizens.

The information campaign will ensure British Columbians are aware of useful information and services that can help with a range of economic decisions, whether it's information about programs, tax credits, **s.13**

FEATURED SERVICES:

- **B.C. Early Childhood Tax Benefit** – The tax benefit provides up to \$660/year per child under age 6. Benefits are based on the number of children in the family and the family's net income.
- **B.C. Training and Education Savings Grant** – The grant is a contribution of \$1,200 to Registered Education Savings Plan of eligible B.C. children born in 2007 or later.
- **B.C. Seniors Home Renovation Tax Credit** – The tax credit of up to \$1000 assists individuals 65 and over with the cost of certain permanent home renovations to improve accessibility or help a senior be more functional or mobile at home.

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STRATEGIC APPROACH: Inform British Columbians about specific programs and services available to their families – the benefit of each – and how they can be accessed.

FOUNDATIONAL NARRATIVE:

The Government of B.C. delivers programs and services so British Columbians can benefit from our diverse, strong and growing economy. Find out if you qualify for programs and services that could benefit you or your family. Our opportunity is here.

PRIMARY TARGET AUDIENCE:

- Seniors (Seniors' Home Renovation Tax Credit)
- Families (BC Early Childhood Tax Benefit)
- Parents and influencers **s.13**

SECONDARY TARGET AUDIENCE:

- All British Columbians 18-65+

CREATIVE APPROACH:

- Slow pan – life moments

RECOMMENDED CAMPAIGN TACTICS:

- Traditional: Television (province wide) / Radio (rural focus)
- Online: Preroll / desktop and mobile display / SEM / sponsored content
- Social: FB / Twitter / Instagram

SCHEDULE: November 18, 2015 – March 31, 2016

BUDGET:

- The total costs will be reported as part of public accounts once all expenditures are finalized.
- The budget for this campaign is \$5 million in fiscal 2015/2016.
- Over 80% of the cost of a campaign goes towards purchasing ad space on the internet, radio or television, etc.

Activity	Creative & Production	Media Buy	Total
Creative Development	\$25,000	\$	\$
Creative Production	\$825,000	\$	\$
Media Buy (tv, radio, print, out of home)	\$	\$2,600,000	\$
New Media Buy (online, mobile, social media)	\$	\$1,550,000	\$
Promotional Items	\$	\$	\$
Printing & Distribution	\$	\$	\$
Translation	\$	\$	\$
Total	\$850,000	\$4,150,000	\$5,000,000

CORE POLICY AND PROCEDURES MANUAL: CHAPTER 22.3

Government Communications & Public Engagement (GCPE) may set standards to mandate the use of specific communications and public engagement services or practices (i.e. advertising, research, online development, etc.). Ministries must follow these standards in the execution of all activities listed on GCPE's website, unless an exemption has been approved by GCPE. Exemptions will be time-bound and reviewed regularly.

All advertising initiatives must meet the following criteria before project approval. Advertisements must:

- Be fact-based
- Point to, or provide information on, government priorities, programs, services or policies
- Engage the public, providing an opportunity to interact or comment.

Public funds must not be used to purchase advertising in support of a political party.

Any materials prepared for public consumption, regardless of the medium used, must be approved by GCPE, through the Communications Director assigned to the ministry.

CAMPAIGN CRITERIA:

- **What government program/service/policy/priority does this campaign promote?**

1. B.C. Early Childhood Tax Benefit
2. B.C. Training and Education Savings Grant
3. B.C. Seniors Home Renovation Tax Credit
4. **s.13**
- 5.

And 70+ other Government of B.C. featured programs and services.

- **What public engagement mechanisms are in place to support the campaign?**

- Facebook
- Twitter
- YouTube

Approvals: (Please email approvals to the Project Manager at GCPE Advertising and Marketing Services)

X

Ministry GCPE Communications Director

Date

X

**Marketing and Communications Support
Services Executive Director**

Date